



Online Menswear Retailing in the UK - Verdict Channel Report

MarketResearchReports.Biz presents this most up-to-date research on "Online Menswear Retailing in the UK - Verdict Channel Report"

The menswear online clothing market is forecast to grow by almost 180% in the five years to 2014, as spend shifts from more traditional shopping methods and multichannel retailers such as Topman, River Island and New Look continue to invest in their platforms and increase menswear product availability online.

Key Findings

- Uncover forecasts to 2019 for the UK online menswear clothing market to learn of opportunities in the sector
- Uncover the gaps in the UK online menswear clothing market to see which customer segments are currently underserved and which to target.
- Understand the online menswear shopper profile and best practices to tailor online propositions and meet demands

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Synopsis

- In 2017, as total menswear growth surpasses womenswear, menswear online share will also rise above the online womenswear share for the first time as more male shoppers switch to the online channel due to better convenience, further choice and more websites becoming mobile and tablet friendly devices favored by male shoppers.
- Though portable devices are used to conveniently check prices, product descriptions, view product photos and check store locations while on the move, purchasing items via these devices remains low in 2014, with less than 10% of shoppers using tablets or smartphones to complete a clothing & footwear transaction.
- Though men use click & collect less frequently than all online clothing shoppers at 8.0%, we forecast this to grow over the next five years as more retailers roll out the facility and consumers recognize the benefits of picking up purchases from stores.

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ReasonsToBuy

- How big is the online menswear clothing market and where do the opportunities lie?
- What were the Top 10 most visited online clothing retailers for menswear in 2014 and what were their conversion rates?
- How can online menswear retailers become top of mind?
- What is the shopper journey for males purchasing menswear online?

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